



It's Better Than Christmas

NEARLY four thousand yards of roped evergreen were required to festoon the Rotunda. It would take a bigger rope than that to span our welcome to you.

This Christmas Store is planned as much for pleasure as for money making. We say that in all thoughtfulness, for year after year we spend a large slice of the profits in decorations, and you know our employees are direct sharers in December profits. Don't thank us for that—simply feel that all business isn't sordid, and that you can be happiest and freest in the store where everybody else is happy.

We believe, candidly, honestly and thoroughly, that Wanamaker prices are the lowest prices—that goods of the classes we carry are intrinsically cheaper than imitations or shams or make-shifts can be at any price. Don't you?

We believe that the people who most of all should be economical are really the most wasteful if they buy carelessly, as too many do. Don't you?

From the Basement Toy Store to the Annex Christmas Stores on fifth floor, it is all one big holiday bazar—governed by the prosaic rule that says: If for any reason you had rather return the thing you have bought, do so—promptly as possible at this season, please—and we will return you the money paid.

The Sale of Shoes continues—men's, women's and children's shoes, at half to two-thirds their worth. Details are given below.

In the Basement Toy Store

Of course you can get on faster now—the children gave you many hints on Saturday—wish we had a place big as Madison Square Garden to spread out the toys and give all the little folks plenty of room to see. Sometimes you put Christmas in total eclipse, being so much bigger and taller than the boys and girls. But everybody was happy—and there will be room enough to-day.

Parlor Croquet, one pretty good sort, at 20c a set.
Some Crokinole Boards, complete, at 75c.
And maybe a dozen kinds of Board Games at 10c.
Christmas Tree Ornaments a-plenty.

Seems wonderful that the supplies hold out—so great is the buying. But we're doing our best to be bountiful, though little prices on the better class of toys are new and tempting. Fine all around, isn't it? And Dolls, a penny a-piece to \$25.

The Gram-o-phone is a jolly companion—a talking machine that sings, and plays band selections besides. \$18. Records, 50c a-piece.

Dress Goods in Patterns for Gifts

The vogue of dress pattern-giving, which dates back only a few years, becomes more general with each succeeding holiday-time. We are keeping pace here with the increased demands. Preparations this season have been on a much larger scale than ever—we have to-day 10,000 patterns of one class of goods, fabrics made for next spring's selling. Hundreds upon hundreds of dress lengths of goods appropriate for present wear. And our planning for this occasion took into account more than mere magnitude of stocks. Special advantages have been sought out for buying, and we offer to share them with you—advantages that bring you many goods in this shape at two-thirds—some at one-half—the selling prices of to-day.

There are percales and seersuckers, made for 1900, in 10 yard lengths, at \$1.25 and \$1 each. Colored dress goods at \$2 to \$7.50 a pattern. These include covert cloths, chevrons, camel's hair plaids, broadcloths, armures, granites, diagonals—and many silk-and-wool figured novelties. And dress patterns of various black stuffs. These at \$2.25 to \$6 a pattern. Among them are mohair crepons, silk-and-wool velours, granites, armures, serge poplins, drap d'ete—and more. All that is hinted of above will be found in the Rotunda or at Fourth avenue and Tenth street, neatly banded or suitably boxed.

The Wanamaker Fur Store

This is pre-eminently a fur season—periods of prosperity usually are, for furs are luxuries akin to gems and almost as sensible things to put one's money in—quite as safe, if you do not take the moth-risk of home storage in Summer.

The most-loved furs are growing scarcer and it will not be long before a piece of silver fox, for instance, will be as hard to buy as buffalo robes are now. To be sure, wild animals are now being raised by hand, so to speak—the forestry of furs perhaps. But the poorest judge can tell the difference in the peltry. It lacks the life and richness and service-giving of the wild-animal skins.

The fur business here is as distinctive and as thoroughly mastered as are any of the other businesses under this roof—it is not a department but a store, only different from an exclusive store in the economy of rents and such like—for the fur store is another store at the end of the short selling season. Only the organized workroom force is continued.

With "dry-goods store" fur stocks we have neither patience nor dealings. Do you catch the distinction? Rare furs are beyond their range, and only the lower grades of the popular furs are matters of jobbing-house interest.

The fur selling here this season has been notable—based on a confidence in the safety of Wanamaker methods, and in the expert management of that and each other store under this roof.

\$1,200—Russian Sable English box Coat; revers faced with white velvet.
\$750—Mink Driving Coat made from choice Eastern skins.
\$500—Automobile Coat, made from selected broadtail; collar of real chinchilla.
\$350—Fine Hudson Bay Sable Collarette; 12 in. deep; trimmed with tails.

\$175—Broadtail Collarette. Long tabs; top collar and ruffle of chinchilla.
\$150—Sealskin Coats, London-dyed skins, 22 and 24 in. long. Others at \$250 and \$300.
\$90 and \$125—Chinchilla Collarettes, 10 in. deep.

Second floor, Broadway.

The Picture Show

Have you attended the Half-Hour Exhibits of the wonderful reproduced Paintings from the National Gallery of London? To-day at 10:30 and 11:30 a.m. and 3 and 4:30 p.m. These paintings will be shown at each exhibit to-day—The Dwellers in the Innermost, George Frederick Watts, R.A. Hope, George Frederick Watts, R.A. Sic Transit Gloria Mundi, George Frederick Watts, R.A. A Boy Drinking, George Frederick Watts, R.A. A Peasant's Shop, George Frederick Watts, R.A. Portrait of an Old Woman, George Frederick Watts, R.A. The Hay-wain, George Frederick Watts, R.A. Blowing Bubbles, George Frederick Watts, R.A. Portrait of himself, George Frederick Watts, R.A. Ecce Homo, George Frederick Watts, R.A. Towing the Old Fighting Trencher, George Frederick Watts, R.A.

Holiday Dreamland skirts the great Rotunda—seventeen tableaux of fact and myth. The scenic painting is New York's best; the inspiration, happy.
Festoons of evergreen, the smiling face of Santa Claus—many times duplicated; thousands of star-like lights, the toy store down stairs and the extra Christmas store on Fifth floor—all say for us in a universal language "A Merry Christmas."

Formerly

A. T. Stewart & Co.,

Second Day of the Shoe Sale

We've made the Annex Shoe Store bigger than ever—to hold that 23,000 pairs of shoes and to be comfortable for you who come for them.

As a rule the shoes are just as stylish as you'd find in regular stocks, and all are sold under our usual broad guarantee. Remember we shirk no responsibility—goods are Wanamaker goods, whether you buy regular lines or from special lots.

Men's and Women's Shoes on Ninth street side.

Spring-heel Shoes, Leggings for women and children, and an assortment of the Men's Slippers are on Tenth street side.

Women's black Kidskin Shoes, good Shapes, \$2.35 instead of \$3.50. And \$1.85 instead of \$3.
Some others, lace, and wanted sorts—\$1.60. Some quite good values at \$2 are to be sold at \$1.40.
Men's Shoes—\$3 to \$4 Russets at \$1.75.
\$3.50, \$4 and \$5 Shoes—from well-known makers, \$2.30. All black; good shapes. Patent leather, calfskin, kidskin.

"Usual \$3 Shoes" the maker of this lot said. We mark them \$1.80.
Boys' Shoes, with heels, 11 to 13½, at \$1.50. With spring heels, 9 to 13½, at \$1 and \$1.25.
Girls' Shoes, spring heels, 50c, 75c and \$1—depends on size.
Slippers for Men—brown and black kidskin—00c.
Women's Overgaiters and Children's Leggings—just half price.
Turkish Slippers at 50c a pair.

Two Book Stores Till Christmas.

These in the Annex—a building we own just across Ninth street—74 E. Ninth—sets of books, cloth bound, printed on fair paper—
Dickens's Works, 15 vols., \$3.75.
Bulwer Lytton's, 13 vols., \$3.75.
George Eliot's 6 vols., \$1.75.
And any other fit book—new or standard.

Life of Millais

The Frederick A. Stokes Company has done the art-world a service in bringing out "The Life and Letters of Sir John Everett Millais" so sumptuously. Of course it was business, not philanthropy, but they are to be thanked just as heartily. The two elegant volumes are great picture books with over two hundred pictures and sketches (many reproduced for the first time by consent of the artist's own son who wrote the story of this most popular artist of the last half century, and, of course, got most favors). Millais was an artist because he couldn't help it. As a boy, with his brother as collaborator, he got up a little National Gallery of his own—pictures no bigger than an envelope, hung in a well-appointed gallery made from a deal box. No wonder that he got in the Royal Academy at ten years of age and for six years took every honor the Academy had to give. They called him "The Child" and loved him there—he was always "The Child" at the Garrick Club.

The work is published at \$10. Our price is \$7.50. And what a Christmas gift! The Book Store, Ninth street.

Overcoats to Order

Here is an offer open to all, of course, but we're selfish enough to hope that strangers will get most the garments, for that will make us just so many more every-day friends for this tailor shop.

Overcoats, of a soft, sumptuous cloth called velour; black or Oxford-gray; made up with silk or satin linings or with wool body lining and satin shoulder lining—dressy, serviceable \$40 overcoats

at thirty dollars

Only until a little excess of cloth is used up.

Second floor, Fourth avenue.

Bedroom and Dining-room Chairs

Here are some fine bargains—just such chairs as you'd be apt to pick, if you had full choice, but these being odd lots we take a third off the prices

At \$2.50 each, regularly \$3.75—2 Antique oak dining room Chairs with leather seats.
At \$4.50 each, regularly \$6.75—4 Antique oak dining room Chairs with leather seats.
At \$5 each, regularly \$7.50—9 Antique oak dining room Chairs with leather seats.
At \$5.50 each, regularly \$8.25—4 Golden oak dining room Chairs with leather seats.
At \$5.50 each, regularly \$8.25—2 Antique oak dining room Chairs with leather seats.
At \$8 each, regularly \$12—6 Flemish oak dining room Chairs with leather seats.
At \$8.50 each, regularly \$12.75—8 Flemish oak dining room Chairs with leather seats.
The bedroom chairs start at \$1—up to \$10.50. About two hundred in all.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.

Fourth floor.